

Station WPGH-TV PITTSBURGH, PA
Advertiser () POLITICAL
Product DAVID FREED FOR AG
Estimate#
Buyer LIZ BRABENDER
Phone#
Fax#

Agency () BRABENDER COX MIHALKE
1218 GRANDVIEW AVE, 1ST FLOOR
PITTSBURGH, PA 15211
Agency C/P1/P2/E
Flight Dates 10/23/2012 - 10/28/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () KATHRYN SARDINSKY

Salesperson Phone# 202-955-5342
Salesperson FAX#

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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*1	10/24-10/26	10P-11P	NEWS	:30	\$1,000.00	W-F	1	1	1	\$1,000.00
		Station Remark: V4 PLS REVISE RATE TO \$1500 1X NEWS 10/26 PER EMAIL. (REMEMBER WE PULLED MURPHY OFF AND INSERTED FREED @ \$1500)								
2	10/24-10/26	630P-7P	2.5 MEN	:30	\$600.00	W-F	0	0	0	\$0.00
		[CREDIT WAS TAKEN FOR SPOT ON 10/24 (2/WK)]								
3	10/24-10/26	7P-730P	BIG BANG	:30	\$1,000.00	W-F	0	0	0	\$0.00
		[CREDIT WAS TAKEN FOR SPOT ON 10/24 (2/WK)]								
4	10/24-10/26	730P-8P	2.5 MEN	:30	\$1,000.00	W-F	0	0	0	\$0.00
		[CREDIT WAS TAKEN FOR SPOT ON 10/24 (1/WK)]								
*5	10/24-10/26	11P-1130P	SEINFELD	:30	\$200.00	W-F	3	1	3	\$600.00
		Station Remark: V4 1X NA 10/25 DT MLB. PLS CREDIT OR MG ON CURRENT CONTRACT.								
6	10/24-10/28	730P-11P	WORLD SERIES	:30	\$2,000.00	W-TH,SA-SU	1	1	1	\$2,000.00
7	10/26-10/26	8P-9P	KITCHEN NIGHTMARES	:30	\$900.00	F	1	1	1	\$900.00
8	10/27-10/27	330P-7P	FOOTBALL	:30	\$500.00	SA	2	1	2	\$1,000.00

---REPORT TOTALS---

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Report Totals: 8 / \$5,500.00

---SALES MONTHLY TOTALS---

Oct 12: 8 / \$5,500.00

Sales Totals: 8 / \$5,500.00

Station Totals: 8 / \$5,500.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$55,000	CABL	0%	KDKA	29%	UNKN	0%	WPCW	0%	WPGH	10%
		WPMY	0%	WPXI	30%	WTAE	31%				

Books null

Demos RA35+